

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Alex MASHINSKY et al.

Serial No.: 10/014,103

Filed: December 11, 2001

For: Method And System For Facilitating Trading of  
Media Space

Examiner: Borlinghaus, Jason  
Group Art: 3693

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November 8, 2006

(Date of Deposit)

Alfred W. Froehrich

Name of applicant, assignee or Registered Representative

/Alfred W. Froehrich/

Signature

November 8, 2006

Date of Signature

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT

SIR:

In response to the Office Action dated August 11, 2006, please amend the above-identified application as follows:

**Amendments to the Specification** begin on page 2 of this paper.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 3 of this paper.

**Remarks/Arguments** begin on page 6 of this paper.